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ABSTRACT

Representing works published between 1970 and 1984, this annotated bibliography identifies a variety of readings that explore fundamental issues of ethics in interpersonal, public, and mass communication, and that examine from an ethical viewpoint how to and whether to employ particular communication tactics or techniques. The bibliography contains 39 references to general works, case studies, and sources pertinent to ethics in mass communication. (JC)

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ETHICAL RESPONSIBILITY IN COMMUNICATION

A Selected, Annotated Bibliography

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This bibliography identifies a variety of readings which explore fundamental issues of ethics in interpersonal, public, and mass communication. The readings examine from an ethical viewpoint the decisions not only how to but also whether to employ particular communication tactics or techniques. With a few exceptions, selections represent works published between 1970 and 1984.

GENERAL WORKS

Andersen, Kenneth. Persuasion: Theory and Practice. 2nd ed. Boston: Allyn and Bacon, 1978.
Chapter 15 discusses how to develop a personal ethical code for persuasion and Chapter 16 examines totalitarian persuasion.

Bormann, Ernest G. Discussion and Group Methods. 2nd ed. New York: Harper and Row, 1971. Chapter 3.
Examines ethical problems especially pertinent to small group communication and suggests some standards for ethical evaluation.

Brown, Charles T., and Paul W. Keller. Monologue to Dialogue. 2nd ed. Englewood Cliffs, N.J.: Prentice-Hall, 1979. Chapter 11.
Adapting and updating their article in the Journal of Communication (March 1968), the authors advocate a speaker attitude of sensitivity to audience freedom of choice as the prime criterion for ethical interpersonal communication.

Chesebro, James. "A Construct for Assessing Ethics in Communication." Central States Speech Journal, XX (Summer 1969), 104-114.
An adaptation of Kenneth Burke's rhetorical theory (dramatism and the pentad) as a framework for ethical assessment.

Communication, Vol. 6, #2 (1981). Entire issue.
This issue of the international journal under the general editorship of Lee Thayer examines ethical issues in various communication contexts: interpersonal, small group, rhetorical, mass media, and intercultural. Includes essays by Jacques Ellul, John Merrill, Dan Nimmo, Tony Schwartz, Kaarle Nordenstreng, John Condon, Ernest Bormann, Paul Keller, Henry W. Johnstone, Jr., Chaim Perelman, and Richard L. Johannesen.

Dieterich, Daniel, (ed.). Teaching about Doublespeak. Urbana, Il.: National Council of Teachers of English, 1976.
Contains 24 essays designed to assist teachers at the elementary, secondary, and college levels in developing student abilities to understand and ethically evaluate political and commercial doublespeak. Of special interest is Dennis Gouran's "Guidelines of Responsibility in Governmental Communication."

Diggs, B. J. "Persuasion and Ethics." Quarterly Journal of Speech, L (December 1964), 359-373.
Diggs argues that a persuader's role or function with respect to the specific audience and immediate situation are prime determinants of the ethical criteria useful in judging the persuader's techniques and ends. (Adapted in Donald C. Bryant and Karl R. Wallace, Fundamentals of Public Speaking, 5th ed., 1976. pp.79-81.)

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BEST COPY AVAILABLE

Eubanks, Ralph T. "Reflections on the Moral Dimension of Communication." Southern Speech Communication Journal, XLV (Spring 1980), 297-312.
Proposes an ethic rooted in the uniquely human capacity to create values and make value judgments. The ethical communicator honors the ethical imperatives of civility and veracity, and promotes the civilizing values of health, creativity, wisdom, love, courage, order, and freedom with justice.

Jensen, J. Vernon. Argumentation: Reasoning in Communication. New York: Van Nostrand, 1981.
Chapter 2 explores concrete ethical responsibilities both toward an immediate audience and toward others affected.

Johannesen, Richard L. Ethics in Human Communication. 2nd ed. Prospect Heights, Il.: Waveland Press, 1983.
Explains and illustrates seven perspectives for ethical evaluation of communication (political, human nature, dialogical, situational, religious, utilitarian, legal). Discusses some fundamental ethical issues, presents examples for analysis, and reprints four complete ethical case studies. Includes material on interpersonal, public, and mass communication and on formal codes of ethics. The bibliography contains over 300 items.

Johannesen, Richard L. "Perspectives on Ethics in Persuasion." In Charles U. Larson, Persuasion: Reception and Responsibility. 3rd ed. Belmont, Cal.: Wadsworth, 1983. Chapter 11.
Discusses potential perspectives for ethical assessment, explores issues basic to judging communication ethics, and examines in detail possible ethical standards for political persuasion and commercial advertising.

Johannesen, Richard L. "Teaching Ethical Standards for Discourse." Journal of Education, 162 (Spring 1980), 5-20.
Pedagogical advice and methods to increase student sensitivity of the ethical implications of discourse and to increase student competency in making ethical judgments about discourse.

Johannesen, Richard L. "Pesponsibility in Governmental-Political Communication."
A selected, annotated bibliography of 38 items concerning communication ethics for elected or appointed governmental officials. (Available free from the Speech Communication Association.)

Rank, Hugh. The Pep Talk: How to Analyze Political Language. Park Forest, Il.: The Counter-Propaganda Press, 1984.
Chapter 12 probes problems of truth and accuracy in detection of lies and deception.

Sproule, J. Michael. Argument: Language and Its Ifluence. New York: McGraw-Hill, 1980. pp.82-84, 272-304.
Examines diverse approaches to assessing the ethicality of argument and persuasion, suggests specific ethical guidelines, stresses the elements of a mature ethical judgment, and presents varied examples for analysis.

Sitaram, K. S., and Roy T. Cogdell. Foundations of Intercultural Communication. Columbus, Oh.: Charles E. Merrill, 1976. Chapter 10.
Offers guideline principles for effective communication between people of different cultures and suggests a concrete code of ethics for intercultural communication.

Thayer, Lee, (ed.). Communication: Ethical and Moral Issues. New York: Gordon and Breach, 1973.
Includes essays by such scholars as Jurgen Ruesch, Anatol Rapoport, Hugh D. Duncan, J. L. L. Aranguren, Martin E. Marty, Kenneth E. Boulding, William Stephenson, Frank E. X. Dance, Alfred G. Smith, Kenneth Burke, and Lee Thayer.

Wallace, Karl R. "An Ethical Basis of Communication." Speech Teacher, IV (January 1955), 1-9.
Based on an examination of fundamental democratic values, Wallace advocates four ethical guidelines for assessing public communication. (For another version see Donald C. Bryant and Karl R. Wallace, Fundamentals of Public Speaking, 5th ed., 1976, pp.72-79.)

Wieman, Henry N., and Otis M. Walter. "Toward an Analysis of Ethics for Rhetoric." Quarterly Journal of Speech, XLIII (October 1957), 266-270.
Proposes an ethical view stemming from the assumption that humans uniquely possess the capacities for symbol-using and for mutual understanding. (Another version appears in Otis Walter and Robert Scott, Thinking and Speaking, 5th ed., 1984, pp.236-240.)

CASE STUDIES

Bok, Sissela. Lying: Moral Choice in Public and Private Life. New York: Pantheon Books, 1978; Vintage Paperback, 1979.
A thorough survey of past and present views on the nature, uses, and justifications of lying, including chapters on lying in specific contexts such as politics, health care, and social science research. (See also Robert Wolk and Arthur Henley, The Right to Lie, 1970; Arnold M. Ludwig, The Importance of Lying, 1965; Marcel Eck, Lies and Truth, 1970.)

Bosmajian, Haig. The Language of Oppression. Lanham, Md.: University Press of America, 1983.
Irresponsible and de-humanizing communication is examined in chapters on the language of anti-semitism, of white racism, of American Indian derision, of sexism, and of war. (original publication 1974).

Flynt, Wayne. "The Ethics of Democratic Persuasion and the Birmingham Crisis." Southern Speech Journal, XXXV (Fall 1969), 40-53.
Evaluates the persuasive ethics of the 1963 Birmingham "Establishment" counter-civil rights persuasion.

Freeman, Patricia Lynn. "An Ethical Evaluation of the Persuasive Strategies of Glenn W. Turner of Turner Enterprises." Southern Speech Communication Journal, XXXVIII (Summer 1973), 347-361.
Turner, head of a huge industrial pyramid of companies and expounder of the "Dare to be Great" self-improvement program, is condemned for use of unethical persuasive techniques that violate essential societal values. (Reprinted in Johannesen, Ethics in Human Communication.)

Haiman, Franklyn S. "The Rhetoric of 1968: A Farewell to Rational Discourse." In Johannesen, Ethics in Human Communication, 2nd ed., pp.177-190.
Despite his prior adherence to a rationality standard for ethical persuasion (Quarterly Journal of Speech, December 1978), Haiman contends that situational factors may ethically justify some uses of more emotional, non-traditional protest rhetoric.

Herzog, Arthur. The B.S. Factor: The Theory and Technique of Faking It in America. New York: Simon and Schuster, 1973.
Contains illustrations of suspect persuasive strategies and techniques appropriate for analysis to determine degree of ethicality.

Johannesen, Richard L. "An Ethical Assessment of the Reagan Rhetoric: 1981-1982." In Political Communication Yearbook I, (Eds.) Keith Sanders, Dan Nimmo, and Lynda Kaid. Carbondale: Southern Illinois University Press, forthcoming 1984.
An ethical evaluation of the claims that President Reagan plays fast and loose with the facts and that he intentionally employs ambiguity and vagueness.

Rasmussen, Karen. "Nixon and the Strategy of Avoidance." Central States Speech Journal, 24 (Fall 1973), 193-202.
The ethics of Nixon's mass media "strategy of avoidance" during the 1972 presidential campaign is condemned by Rasmussen using criteria derived from concepts of essential political values and of communication as dialogue. (Reprinted in Johannesen, Ethics in Human Communication.)

Rothwell, J. Dan. Telling It Like It Isn't: Language Misuse and Malpractice/What We Can Do About It. Englewood Cliffs, N.J.: Prentice-Hall, 1982.
Of special interest is Chapter 6 on the language of racism and sexism.

Smith, Craig R. Orientations to Speech Criticism. (Modules in Speech Communication) Chicago: Science Research Associates, 1976, pp.28-36.
Describes four approaches to ethical judgment of speeches (empirical, logical, ontological, humanistic) and illustrates their application to Congresswoman Barbara Jordan's opening speech on Nixon's impeachment at the House Judiciary Committee hearings.

Swomley, John M. Liberation Ethics. New York: Macmillan, 1972.
Swomley proposes an ethical orientation that he feels is most appropriate for social protest. He differentiates his view from "situation ethics" and from prescriptive "rulebound" approaches.

Turk, Peter B. "Children's Television Advertising: An Ethical Morass for Business and Government." Paper presented at meeting of Association for Education in Journalism, August 1978. (ERIC ED 163 475; available in microfiche only.)
Examines the antithetical ethical positions (situational accommodation versus sense of moral right) held by marketing/broadcasting executives and by the Federal Trade Commission concerning TV advertising for children.

ETHICS IN MASS COMMUNICATION

Christians, Clifford G., Kim B. Rotzoll, and Mark Fackler. Media Ethics: Cases and Moral Reasoning. New York: Longman, 1983.
Explaines an ethical framework for analysis and alternative ethical perspectives with which actual cases from news, advertising, and entertainment media can be assessed.

Hulteng, John L. The Messenger's Motives: Ethical Problems of the News Media. Englewood Cliffs, N.J.: Prentice-Hall, 1976.
An author with both professional and academic journalistic experience utilizes profuse actual examples of obvious and borderline unethical practices to illustrate five ethical standards (p.23) for electronic and print news media.

Merrill, John C., and Ralph D. Barney, (eds.). Ethics and the Press: Readings in Mass Media Morality. New York: Hastings House, 1975.
Ethical foundations for electronic and print media are explored in eleven reprinted essays. Ethical problems in mass communication are assessed in 25 articles.

Rivers, William L., Wilbur Schramm, and Clifford G. Christians. Responsibility in Mass Communication. 3rd ed., New York: Harper and Row, 1980.
Includes chapters on the concept of responsibility, on truth and fairness as standards, and on the responsibilities of the government, the media, and the public. Reprints representative codes of ethics adopted by professional organizations in journalism, broadcasting, public relations, and advertising.

Rubin, Bernard, (ed.). Questioning Media Ethics. New York: Praeger Publ., 1978.
Includes chapters of general analysis of ethical issues in the media and chapters focusing on press coverage of women, TV advertising for children, legal-ethical interactions, ethics for television, and ethics for film.

Spero, Robert. The Duping of the American Voter: Dishonesty and Deception in Presidential Television Advertising. New York: Lippincott and Crowell, 1980.
Spero analyzes the ethics of Presidential televised campaign advertising from Eisenhower to the present. He proposes a comprehensive plan to "break the back" of political campaign televised advertising, including a formal code of ethics administered by a private citizens group.

Thayer, Lee, assisted by Richard L. Johannesen and Hanno Hardt, (eds.). Ethics, Morality, and the Media: Reflections on American Culture. New York: Hastings House, 1980.
Contains a lengthy analytic chapter by Thayer and essays by media professionals and academicians such as Jenkin Lloyd Jones, Edwin Newman, Harry Ashmore, Dan Lacy, John Crichton, George Gallup, Theodore Levitt, Terence Moran, and Vincent Wasilewski. Includes a 70-item annotated bibliography on ethical issues in mass communication.

Wright, John S., and John E. Mertes, (eds.). Advertising's Role in Society. St. Paul, Minn.: West Publ. Co., 1974.
Part VI contains eight reprinted essays, including a provocative one by Theodore Levitt, which examine or advocate various ethical standards for advertising.